

FOR IMMEDIATE RELEASE

Workopolis and Aboriginal Link join forces on Diversity Recruitment

October 24, 2012 - Aboriginal Link, the Premier Direct Communication service provider to the Canadian Aboriginal Market, and Workopolis, Canada's largest and most trafficked job board, announced that Aboriginal Link's 'Community Connections' program will be included as part of the Workopolis diversity recruitment solution. The co-branded product is scheduled to launch in the fall.

"We are excited to be working with Workopolis to bring career opportunities to Canada's Aboriginal Peoples" said Michael Milanese, President and CEO of Aboriginal Link. "Bringing together the brand building and awareness capability of our 'Community Connections' program, and Workopolis' tactical outreach solution, creates a unique opportunity for both the private and public sector to build a long-term diversity recruitment strategy."

The agreement will provide Workopolis customers with a Direct Communication recruiting solution that gives them access to the 1.5 million Aboriginal Canadians. Canadian employers will benefit from the combined strength of two national brands with a strong regional and national presence right across the country.

"Workopolis is proud to partner with Aboriginal Link to help employers successfully reach and engage with Canada's vast Aboriginal population," said Kelly Dixon, President of Workopolis. "The goal of this program is to bring a new pool of great candidates for our employers and to offer a new source of jobs for Aboriginal Canadians. Connecting employers and job seekers, especially when we can help bring opportunities to under-represented groups, is something that Workopolis is passionate about."

About Workopolis

Founded in 2000, Workopolis is Canada's leading career site helping employers and candidates connect with each other online. In addition to the millions of monthly visitors to www.workopolis.com, Workopolis reaches users across the web through exclusive partnerships and community sites as well as through innovative use of social networking sites and mobile applications.

Canadian owned and operated, Workopolis is an equal partnership between Toronto Star Newspapers Ltd., a wholly-owned subsidiary of Torstar Corporation, and Square Victoria Digital Properties Inc., a wholly-owned subsidiary of Power Corporation of Canada.

About Aboriginal Link

Since 1999, Aboriginal Link® (www.AboriginalLink.ca) has established itself as the 'trusted source' for communications to the Aboriginal community. Aboriginal Link® owns and maintains the largest, most accurate, and comprehensive Canadian Aboriginal database, with more than 28,000 Offices where 1.5 million Aboriginal Canadian Peoples live, learn, work and play.

The company offers Direct Communication services that build community presence within the Aboriginal population in Canada. With products focused on Employment, Education, Scholarships, Events, and News Wire, Aboriginal Link® delivers tangible results for many of Canada's largest corporations, Aboriginal organizations and Governments.



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